



TOC and Points of Interest

Massage *Matters*

Spring 2008

Lee's Column

This will not be in the newsletter, it is here so that the pages will flow as they will in the newsletter

Board of Directors and Contact Information

President

Lee Stang

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President@amtactchapter.org

First Vice President

David Pipeling
(860) 793-6888
1stvp@amtactchapter.org

Second Vice President

Scott Raymond
(860) 667-0949
2ndvp@amtactchapter.org

Third Vice President

Judi Ohrt
(860) 872-6250
3rdvp@amtactchapter.org

Treasurer

JoAnn Parady
(860) 873-8954
Treasurer@amtactchapter.org

Immediate Past President

Shirley Cooper
(860) 658-5810
Impastpresident@amtactchapter.org

Membership Director

Peter Proto
(860) 681-1111
Membership@amtactchapter.org

Education Director

Chaleen Bloethe-Abely
(860) 343-3317
Education@amtactchapter.org

Sports Massage Director

Laura Stevenson-Flom
(860) 884-0102
Sportsdirector@amtactchapter.org

AMTA National Vice President

Bill Greenberg
Billamta@optonline.net

NE Conference Reps

Kerry Methot and Cass Crewdson
neconference@amtactchapter.org

National Committee Members

Shirley Cooper - *HOD Committee*
Cass Crewdson - *Chapter Relations*
Kerry Methot - *Convention Committee*
Lee Stang - *Volunteer Compensation*
Scott Raymond - *Commission on Candidacy*

Chapter Website

www.amtactchapter.org

www.amtactchapter.org

THE MASSAGE COACH DON'T DISCOUNT A DISCOUNT

By Coach Cary Bayer

This little therapist went to market (and brought home lots of new clients). That little therapist stayed home (because she felt uncomfortable “marketing,” and just hoped that clients would come to her). And this little therapist (the first, that is) ran all the way home (to fill out deposit slips, which she then took them to the bank), laughing all the way. (Cut me a little slack on that last image, since nobody in real life actually laughs all the way to the bank.)

Sometimes, when you update a nursery rhyme, you tap into the wisdom contained in Robert Fulghum’s classic, the former best-selling book, *Everything I Ever Really Needed to Know I Learned in Kindergarten*. A brilliant concept for a book, it speaks volumes on the wisdom that can be contained in things like Show and Tell, milk and cookies, and nap time, for example. (If the wisdom of innocence speaks to you, you might consider reading books like *The Tao of Pooh* or *The Te of Piglet*, or slip *The Wizard of Oz* into your DVD player once again.)

Unfortunately, marketing and pricing were *not* taught in kindergarten—nor in massage schools either, for that matter—but nursery rhymes were, so you can profit from them. By the time you were in kindergarten, you knew a few things about money and

pricing, so you knew a good deal when you saw one. If mommy wouldn’t buy you that toy that you wanted in the supermarket for \$10 because it cost too much, by the time it got reduced in half to \$5, you may have reminded her of the bargain awaiting her—and hopefully, you got it.

Fast forward 20, 30, 40, 50, or 60 years. Now you’re a professional massage therapist. Let’s say that you’re a good one, which means, that you’re gifted once people are *on* your table. If that’s the case, it’s *as* important that you spend time getting them *to* that table. Because if you’re good, they’ll keep coming back for more. They want what you offer and you’re good at giving it to them. So here’s the \$64,000 question: how do you get more of them there?

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CT Therapists Making News

This is a new endeavor for our chapter where we hope to highlight the accomplishments of our members. We are looking for stories of members that have exciting things happening in their practices or are making news in their communities. This article gives you a teaser. To find out more about the highlighted therapist, check out the website. We start with Wendy Payton and her new line of oils and lotions called *Nurturing Essentials*.

CT Therapist Making News...

Wendy Payton and Nurturing Essentials

Wendy, a massage therapist for 28 years, has always had a keen interest in scents, oils, and natural skin care. She has extensive training in aromatherapy, holistic health, and European Spa culture. Specializing in facial rejuvenation, among other things, it seemed a natural progression within her practice to create products for individual client sessions.

Drawing from elements in nature, such as essential oils, salts, sugars, fresh fruits, and clays, customized treatments and creating her own blends was the next step. Actually, it was more of a quantum leap. While teaching at the International Aromatherapy Conference in Phoenix, AZ, Wendy met a woman from Tucson who was both a chemist and an aromatherapist and worked with Wendy to develop her ideas into products.

The saying that “things sometimes come to us in our sleep” is certainly true in Wendy’s case. On October 2nd, 2007 at 2:00am, she awoke with five recipes in her head. By 6:00 am, right in the kitchen of her West

Hartford home these five original recipes became oils, lotions, scrubs, and salts. **Nurturing Essentials was born!**

How does Wendy feel now, five months later?

“Fabulous, excited, scared, exhausted, proud, and energized. As is so often the case with an ‘overnight’ sensation, it took me four months and... about 50 years to get to this point. I am very fortunate to have a group of supportive and talented friends working with me to develop the packaging, the labeling, the

shipping, etc. Nurturing Essentials, batch 0001, was on the shelves for our Open House on October 24th. In looking back on it, that was nuts! And on the other hand, it was that exciting adrenaline push that got Nurturing Essentials out of my head and heart and into the hands of my clients and massage therapist colleagues.”

To read more about Wendy’s adventure in developing her own product line go the website and look for “Breaking News.” You can contact Wendy at (860) 570-0268 or www.nurturinghandsllc.com



It's Party Time! Annual Meeting Sunday April 27

You'll want to VOTE! Lee Stang is stepping down and a new leader will be stepping up.... Let's bring them in in **CT Chapter Style!!!!**

Lee would love to hit 200 in attendance!! How close can we come?

We will **CELEBRATE** our **ACCOMPLISHMENTS!**

We'll share stories of the **PAST** and take a peek at the **FUTURE!**

**TWO (2)
Special Raffles:**

1. Current Students: chance to win your membership dues!
2. Bring a Friend Raffle: Current Members bring a therapist or student member that has not yet attended an AMTA meeting. Chance to win a day at a Spa for both of you!

Fun!!!!

Awards!!

Recognitions!!

Friends! Vendors!

Raffle Prizes!!

Surprises!!!

Don't Forget: **Breakfast is being served!** So....

Doors Open At 9:30 am. Meeting begins at 11!

Education at 2-6

Breakfast Meeting SO....RSVP to treasurer@amtactchapter.org, president@amtactchapter.org or call Lee Stang at 860-747-6388 by April 20, 2008.

Annual Business Meeting

Elections are Coming in April

On April 27th, our professional members have the opportunity to vote for the candidates they want on the Board of Directors and for the five delegates and five alternates who will go to the 2009 National Convention in Florida.

Board of Directors Positions

This year, the positions that are up for election include:

- President
- 2nd Vice President
- Secretary
- Education Director
- Membership Director, and
- Sports Team Director

Detailed job descriptions can be viewed online and nominations can be made from the floor at the meeting.

Delegates and Alternates Convention

The delegates *and* alternates elected at the April chapter meeting go to the 2009 National Convention, all

expenses paid, to participate in the House of Delegates and represent the chapter membership. The qualifications and responsibilities for delegates/alternates along with an application can be found on the website.

AMTA is a member-driven organization where your thoughts and opinions count. Come to the meeting and vote for the people you think will best serve you.

Delegates 2008 Phoenix, AZ

The delegates, who were elected at last year's annual meeting, will be representing you at the 2008 House of Delegates. Feel free to contact them if you have any questions, need more information, or want to express your opinions about the HOD issues.

The alternates will also go to the convention and should one of the delegates be unable to attend the convention, will become a delegate.

Delegates

Shirley Cooper
Scoopie5@aol.com

Scott Raymond
2ndVP@amtactchapter.org

Lee Stang
President@amtactchapter.org

Maureen Stott
Newsletteramtactchapter.org

Deb Van Ohlen
wen.deb.payvan@sbcglobal.net

Alternates

Keren Clarizio
keclmt@netzero.com

Kerry Methot
kerrymethot@mindspring.com

Judi Ohrt
3rdvp@amtactchapter.org

Wendy Payton
wen.deb.payvan@sbcglobal.net

Jodi Propis
jodipropis@comcast.net

**Scott's page for
applicants...**

Scott's page for Applicants

Candidate Eligibility Form for BOD/Delegate

(Note: You must be a professional member in good standing)

Position applying for: _____

Name _____ AMTA# _____

Address _____

City/State/Zip _____

Phone (home) _____ (business) _____

Email address _____ Date Joined AMTA? _____

In your estimation, what are the qualifications you have for the office you are seeking?
(You may provide a separate resume)

Why do you want to serve in this position?

Academic and Professional Education:

AMTA involvement, Professional, Community, and Life Experience (relevant to serving in an Association Leadership Position)

Your signature below indicates that the information provided in your Candidate Application is accurate and that permission is granted for the verification of that information.

Signature _____ **Date:** _____

AMTA Connecticut Chapter Annual Projected Budget Report March 1, 2008 - February 28, 2009

INCOME				
Acct. #	Description	Projected 07 - 08	Actual	Projected 08 - 09
551	Dues & Fees	\$94,916.00	\$98,781.00	\$101,088.00
555	Education	\$2,500.00	\$4,001.24	\$3,500.00
560	New England Conf.	\$1,000.00	\$3,700.00	\$2,000.00
562	Newsletter ADS	\$1,500.00	\$1,423.00	\$1,500.00
577	Exhibitors	\$200.00	\$230.00	\$200.00
578	Sportsmassage	\$500.00	\$320.00	\$500.00
581	Misc.	\$500.00	\$3,733.00	\$1,000.00
	TOTALS	\$101,116.00	\$112,188.24	\$109,788.00
EXPENSES				
714	Pres. Fund	\$1,000.00	\$600.00	\$1,000.00
754	Convention	\$15,000.00	\$14,489.54	\$18,000.00
770	Education	\$7,500.00	\$5,517.69	\$7,000.00
771	Sportsmassage	\$8,500.00	\$8,469.29	\$8,000.00
795	Government Relations	\$18,000.00	\$15,211.83	\$19,000.00
807	Misc.	\$10,000.00	\$10,855.00	\$10,000.00
808	Communications	\$3,500.00	\$3,384.45	\$3,500.00
808540	Newsletter Postage	\$9,000.00	\$8,437.45	\$9,000.00
808550	Newsletter Printing	\$17,000.00	\$16,875.16	\$17,000.00
810	Membership Services	\$7,000.00	\$14,724.85	\$10,000.00
811	Officer's Expenses	\$1,000.00	\$566.34	\$1,000.00
819	Public Relations	\$5,000.00	\$3,318.21	\$5,000.00
823	Rent	\$3,000.00	\$3,075.00	\$4,000.00
867	New England Conf.	\$2,000.00	\$1,417.99	\$5,000.00
	TOTALS	\$107,500.00	\$106,942.80	\$117,500.00

This projected budget will be presented at the Annual Chapter Meeting on April 27, 2008 at the Courtyard Marriott, in Cromwell, CT.

Respectfully submitted,

JoAnn Parady, Treasurer

American Massage Therapy Association, Inc

Connecticut Chapter – Standing Rules 2008

1. Election of officers will be held at the spring annual chapter meeting. The President for each annual election will appoint the teller's committee of three.
 - a.) The nominating committee for the annual election will consist of three AMTA professional members who are in good standing for one year prior to election.
 - b.) Candidates for board positions must be nominated by an AMTA professional member in good standing for one year prior to election
 - c.) Candidates for board and delegate positions must submit a resume for that position
2. Elected for two-year terms in even years will be President and 2nd Vice President and Treasurer.
3. Elected for two-year terms in odd years will be 1st Vice President, 3rd Vice President, and Secretary.
4. Elected for one-year terms each year will be: Sports Massage, Membership & Education Directors.
5. The above elected officers and directors, along with the Immediate Past President, are voting members of the Chapter Board of Directors.
6. Committee chairs are appointed by the President and approved by the Board. They have a voice but **NO Vote** on the Chapter Board.
 - a.) The positions of Newsletter Editor and Webmaster are staff members.
 - b.) They have a voice but **NO Vote** on the Chapter Board.
7. Individuals serving in any official capacity for the AMTA shall be prohibited from using their title for any commercial endorsement.
8. A President's Fund shall be established and shall be per fiscal year for assistance to any Chapter AMTA member for massage and/or AMTA-related needs or emergencies and cannot be used in lieu of stipend, scholarship or non-approvals at the discretion of the President.
9. Chapter and Board meetings shall be set previous to the last quarter of each year for the ensuing year and shall be published in the newsletter. The Chapter Board may change dates and locations of these meetings by a 2/3 vote.
10. Board members are expected to attend **ALL** meetings. **The President can ask for an elected board member's resignation (after approval from the National A.M.T.A. Grievance Committee) when there is more than one absence.** The excused absence that will be accepted is:

Unforeseen emergencies (i.e., medical emergency, family emergency, death in family) (Exceptions can be given on an individual basis, which would be at the board's discretion.) A written/emailed or faxed report to the President will be expected when an individual is absent. Resignation will be called for, after the board members vote. Any board member may ask for another board member's resignation based on the above criteria and following A.M.T.A. Bylaws.

 - a.) Committee Chairs are expected to attend ALL chapter meetings. Board meetings as necessary. (Resignation protocol will apply to committee chairs as stated above for board members.)
11. If the CT Chapter President is not a delegate, the CT Chapter will pay his/her expenses.
12. Delegates to the AMTA House of Delegates shall be elected at each annual chapter meeting in the year prior to serving. (i.e., elect 2009 delegates in 2008)

Requirements for Delegates/Alternate Delegates:

- **Be a Professional member in good standing for one year prior to election.**

Delegate/Alternate Delegate duties during the year (See Delegate Handbook):

- Attend **ALL** Chapter meetings during their tenure. (January to December.) Head of Delegation will keep track of attendance.
- Attend the September board meeting or (3/14/07) other designated meeting or conference call during their tenure with the exception of unforeseen emergencies (i.e. medical or family emergency, death in family)
- Action taken for any missed chapter meetings or board meeting will be one-fifth of reimbursement for the hotel room and per diem will be deducted per meeting missed. (3/14/07)
- Serve on a CT Chapter Committee.
- Be familiar with the recommendations and position statements presented to the House of Delegates.
- Be in contact with members. (During the year ask members their concerns, involvement in chapter, and about recommendations for HOD.) List of members in your area to be provided by head of delegation and assistant.

While at the Convention:

- Attend all House of Delegate functions; attend chapter-related meetings, educational sessions, leadership training and any other functions assigned by head of CT Delegation.
- Following the Convention, submit a written report to the President within 30 days after the convention.
- Attend October Chapter Meeting and be prepared to report on Convention as per President/Head of Delegation
- Upon receipt of the written report and attendance at October Chapter Meeting, the President or Head of Delegation will inform the Treasurer which delegates are eligible for reimbursement.

Delegates will be reimbursed as follows:

- Registration to the National Convention (at Early Registration rate).
 - Transportation at coach air, train, or mileage (mileage reimbursement not to exceed cost of the average rate of an airline ticket) (Plus parking fees)
 - Transportation from airport to hotel (if not provided by the hotel).
 - One-half cost of hotel room per each day of official function (not to exceed five (5) days) pending receipt of written report and attendance at the October Chapter Meeting
 - A per diem of \$40.00 for each official day, not to exceed five (5) days
13. Election of delegates shall be by secret ballot. Final determination of delegates and alternates shall be in order of highest votes received. In case of a tie, a coin toss shall determine rank.
 14. Chapter Meritorious Award shall be determined by a committee of five (5) members, and approved by the Chapter President and Board of Directors. At least three (3) committee members shall be previous Meritorious Award recipients.
 15. The two voting representatives to the New England Conference will be selected by April 1st (2/8/08) of each year by the President and will each receive \$300.00 to cover their expenses. The two alternates will each receive \$25.00 for gas mileage for each meeting attended (not to exceed \$180.00 each alternate)
 16. The Chapter Board of Directors will establish fees and other expenses for educational presenters as needed.
 17. If a CT Chapter member or outside group has an agenda item they would like to present to the Board of Directors, he/she must put the item in writing and send to the President and Secretary **30 days** prior to the Board meeting they would like to attend. Inclusion of the item will be at the discretion of the Pres.
 18. The Chapter Newsletter will be sent First Class Mail to all Chapter AMTA members. Non-members may purchase subscriptions.

Committee News

Committee Chairs

Ambassador Coordinator

John Erwin
PHONE???
Ambassdor@amtactchapter.org

Community Services Team

Deby Van Ohlen
(860) 570-0268
wen.deb.payvan@SBCGlobal.net

CSMT Emergency Division

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Newsletter Editor

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Public Relations

David Pipeling
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Web Designer

Marilyn Holt
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webmaster@amtactchapter.org

MAY 4th

**Mark Your Calendars For
The Next Big Event of The
Community Service
Massage Team**

The 25th annual *Walk Against Hunger*, sponsored by Foodshare, will be on Sunday, May 4, 2008. The

Community Service Massage Team (CSMT) will be participating by providing chair massage *and* by hosting a walking team. Any AMTA member can participate in this event as long as they are comfortable with chair massage.

It's a great event because your family and friends can participate too - as part of the Walking Team.

Folks who are unable to participate on that day can pledge money for the walkers. We are suggesting the **SILVER CHALLENGE** (in honor of the 25th year): 25 people pledging \$25 each.

When?
May 4th 12:00pm to 4:00pm

Distance to walk?
About 3 miles

Location?
The Hartford Insurance Group
Asylum Hill in Downtown Hartford

Specific directions will be provided to all participants.

Who to contact?
To participate, contact the event coordinator, Rocky Perez, either by phone: (860) 463-2652 or by email: rockkar@quixnet.net

Whether you are massaging, walking, or both, be prepared for a great time.

As those of you who joined us last year know, it is a *REALLY* fun day. Be sure to check on the chapter website for up-to-the-minute information.

Sign up for a great day and be part of fighting hunger!!!!

CSMT Emergency Division Making Connections

We continue to work to establish a presence of our CSMT Emergency Division (former MERT) in the state system of emergency response. As many of you know this is a challenging task. However, in-roads are being made. Team leaders met with members of Russell Associates, a company that develops emergency management plans for healthcare facilities, which is proving to be a good contact for us that has led to dialogue with the state Department of Public Safety.

Our plans include developing a CSMT informational brochure and PowerPoint presentation. We will then be ready to attend meetings of various organizations and state

departments to educate them on the benefits of massage in emergency situations. If you are interested in or have some talents in brochure development contact Deb VanOhlen via our website. Keep an eye on the web as we hope to secure a role in a disaster drill in late spring, early summer.

Legislative Awareness Day Date Set

Mark your calendars for **Monday May 5, 2008**. This is the date set for Massage Awareness Day at the Capitol. The hours will be 9:30 to 3:30. This is always an important day for our profession and this year is no exception. In light of the new law regarding the use of the term 'massage' passed in the last legislative session it is important that we remain active with our legislators. This is one way in which we do this.

As in the past we will provide chair massage to legislators, staff and other workers at the capitol. This is a great time to fine tune your personal skills in chair massage, self promotion and networking. Plus you will be working with a great group of AMTA Therapists. To sign up contact either: David Pipeling at 1stvp@amtactchapter.org or Lee Stang at president@amtactchapter.org or 860-747-6388. We are also looking for one or two

people to be the onsite coordinators for this event.

So come on out and step on up to say "Count Me In." Join us for all or part of what will be a good day of massage!

New Ambassador Coordinator

The chapter is proud to announce that John Erwin has volunteered to be the new Ambassador Coordinator. As coordinator, John will match a new member to an Ambassador in their geographic area, so the new member can be personally welcomed into the chapter.

When you are at a meeting, please congratulate John. And if you would like to be on the Ambassador committee, you can contact John at ambassador@amtactchapter.org or see him in person at a meeting.

John Erwin's Photo

WANTED: Massage Therapists

The 1st annual "Mission of Mercy," sponsored by the CT State Dental Association (CSDA), needs massage therapists to volunteer to do chair massage.

Dental volunteers will be providing free cleanings, filling, and extractions to people considered to be in low-income situations and who do not have dental insurance. You will be working on the *dental volunteers*, not the people coming for treatment. This is a good opportunity to introduce massage therapy to another branch of the medical community - dentistry.

Because there will be media coverage of this event, it gives you the opportunity to present massage therapy and the AMTA in a positive, professional light, while possibly networking with dentists from your area. And, it gives you an opportunity to give back to the community in the name of the AMTA CT Chapter. Come and support this worthy cause.

When? Saturday, April 12th (9am to 4:30 pm), and/or Sunday April 13th (8:30am to noon)

Where? Tolland High School, Tolland, CT

Who to Contact? Call or email Carol Radzunas at (203) 901-3824, or sanuzdar@cox.net

For more information about CSDA or Mission of Mercy, log onto www.csda.com

Congratulations to Karen Jensen

2008 Recipient of the Perry Plouffe NERC Scholarship

Karen Jensen, this year's recipient of the Perry Plouffe NERC Scholarship, has a history of community service including a trip to New Orleans following Hurricane Katrina where she helped gut homes.

Continuing in the same vein, Karen, a recent CCMT graduate, became a Professional AMTA member in September 2007 and wasted no time demonstrating her commitment and dedication to our profession and our chapter by participating in the Community Service event at the Women's Health Expo, which raised money for Foodshare, and coordinating a chair massage event at UCONN during National Massage Therapy Awareness Week. Karen expresses enthusiasm and passion in her pursuit of knowledge and growth as a massage therapist and in her desire for continued involvement in the massage community.

Congratulations Karen.



Karen, with Kerry Methot, NE Conference Rep. and Judi Ohrt 3rd VP

Awards and Recognition Who Do You Know....

Is there a CT AMTA member you know who you would like to see recognized for their contribution and a job well done?

Do you know someone who deserves 'thanks' for their commitment to making a difference in the massage community or the community at large?

Each year we take pleasure in honoring deserving individuals during our April chapter meeting through Awards and Certificates of Appreciation. It is important and it is fun. If you know of someone who deserves consideration, we would like to hear from you.

Application forms and brief descriptions of the awards are available on the website and in the last issue of the newsletter. If you need a paper application, please contact Judi Ohrt.

Application received by April, 13, 2008 will be reviewed by the Awards and Recognitions Committee as part of the selection process.

The awards and recognitions being considered include:

Chapter Meritorious Award: This national award is given to a chapter member. The recipient is selected by the committee to recognize someone that has gone above and beyond the call of duty to promote the AMTA CT Chapter and the massage therapy profession. People can receive this award multiple times.

Outstanding Committee Member: This award recognizes a current member that has displayed superior effort, commitment and dedication to a particular committee or workgroup on which they serve.

Outstanding Committee Award: This award recognizes a current committee for its work and dedication to the goals and objectives of the CT Chapter.

Community Service Award: This award is given to a person or organization that has been instrumental in supporting the AMTA CT Chapter and the massage therapy community at large.

Certificates of Appreciation: Any number of these certificates can be awarded for outstanding service to the chapter in various situations or programs. If someone has made an impact on you tell us about them.

If you have any questions, please contact Judi Ohrt at 3rdvp@amtactchapter.org.

We Would Like To Hear From You!

YAMUNA BODY ROLLING WORKSHOP

You still have time to register for the AMTA CT Chapter workshop, “Yamuna Body Rolling.” This workshop, presented by Sharon Sklar, is Sunday, April 6, 2008 from 10:00am to 5:00pm at the Courtyard Marriott in Cromwell.

A description of the workshop, associated fees, what to bring and wear, etc. can be found on the website, or in the last edition (winter) of the newsletter.

If you would like to attend, because the equipment needs to be ordered and paid for in advance to ensure that you will have it for the workshop, please call **Chaleen**, Education Director, at **(860) 343-3317** as soon as possible.

CONTINUING EDUCATION WORKSHOPS FOR 2008

In addition to the free continuing education workshops offered after each chapter meeting, the chapter also offers workshops with associated fees. Online registration is easy using PayPal to pay the fees. Also on the website, you will find class details.

July 16, 2008 “*Success Aerobics: A Prosperous Mindset Creates a Successful Massage Business*”
2 CE hours with Cary Bayer
FREE Courtyard Marriott, Cromwell, CT

Sept. 28, 2008 “*How Marketing can help your Massage Business Thrive*” and
6 CE hours “*How to Communicate Effectively*”
\$\$\$ with Cary Bayer
Courtyard Marriott, Cromwell, CT

Oct. 26, 2008 “*Myofascial Release Techniques*”
4 CE hours with Lee Stang
FREE Holiday Inn, North Haven, CT

Nov. 2, 2008 “*Ethics Workshop*”
6 CE hours with Dianne Polseno
\$\$\$ Best Western Hotel, East Windsor, CT

***Free classes:** These workshops do not require pre-registration. You sign up at the door day of class. Please have your AMTA number with you.

***CE credit:** You must pre-register for these classes. **To receive continuing education credits you MUST be present when class begins.** Anyone coming in later than 15 minutes after class start time won't be turned away but will not be allowed to receive CE credit for class.

How Marketing Can Help Your Business Thrive & How to Communicate Effectively

AMTA CT Chapter Workshop

Instructor: Cary Bayer

Sunday, September 28, 2008

from 10 a.m. – 5 p.m.

At the Courtyard Marriott in Cromwell, CT

Registration Deadline: **September 20, 2008**

About the Workshop: *Part 1:* This hands-on lecture/interactive workshop is vital if you want to continue to *have* a practice in these difficult times. It teaches marketing, promotional and sales skills so that your massage business can be well *positioned*, a marketing term that differentiates you from competitors. The workshop also shows you how to incorporate successful promotional programs from other industries, develop niche markets for stimulating your massage business, inspire sporadic clients to become regular ones, and develop a “sales force” that encourages clients to actively refer new clients to you.

Part 2: This highly interactive workshop will teach you communications and listening techniques to empower your massage businesses, transform negative patterns in relationships, and create positive breakthroughs. You’ll learn how to communicate the truth quickly, effectively, and kindly, avoiding unexpressed communications that hold back so many client relationships. Attendees will also learn a writing technique to help them forgive clients and others, enabling strained or broken relationships to be repaired. This has the effect of creating more positive relationships and often income, as well.

About the Instructor. For Cary Bayer’s biographical information, please see his article on page 3 of the newsletter.

Please bring: a notebook, a pen and a desire to build your business. Note that you will have a one-hour break for lunch. You can bring your lunch or go to a nearby restaurant.

FEES: Professional Members - \$60.00 Associate/Student Members - \$75.00
Out-of-State AMTA members - \$90.00 Non-Members - \$125.00

There are no refunds for this workshop

You will receive written or email confirmation with direction when the class is full.

Any questions: Call **Chaleen**, Education Director, **860-343-3317** or **JoAnn** **860-873-8954**

Registering online is easy using PayPal, or send registration and check/money order payable to: AMTA CT CHAPTER to JoAnn Parady, Treasurer, 147 Leesville Rd. Moodus, CT 06469

REGISTRATION - (PRINT NEATLY)

Name: _____

Street: _____ City _____ State ____ Zip Code: _____

AMTA Membership #: _____ CT License # _____

Member Status: Professional Associate/Student Out of State Member Non-Member

Best Phone number to call: _____

(Print Neatly) Email: _____

National Massage Therapy Awareness Week The CT Chapter Response!

By David Pipeling

The AMTA Connecticut Chapter responded to the 2007 National Massage Therapy Awareness Week (NMTAW) by sponsoring "Massage and Academics Week." Six coordinators formed teams to bring chair massage to colleges and universities across Connecticut. The teams of therapists provided chair massage to over 500 people to promote the benefits of massage to students, faculty, and staff.

They helped educate the educators and students through hands-on sessions. Everyone that sat in a chair or walked by that day learned the value of our work. Some had never received massage before, but all seemed to be impressed with the power of this positive touch.

Coordinators for the events were: Dan Deloge at Connecticut College; Pat Shimchick at Eastern Connecticut State University; Karen Jensen at The University of Connecticut, Storrs; Matt DiMichele at the University of Hartford, Kerri Sipala at St. Joseph's College, and David Pipeling at Central Connecticut State University.

The twenty-two massage therapists who joined our

coordinators for this event were: Sue Barret, Anne Buchalski, Lynn Castelli, Shirley Cooper, Cass Crewdson, Rory Deer, John Erwin, Lou Esposito, Lisa Hughes, Ellen Kask, Julia Langelotti, Jevon Lemons, Dan McDonnell, Chris McNeVins, Carol Radzunas, Vera Reed, Gary Smith, Lee Stang, Andrea Stannard, Dayle Stark, Gary Tyler, and Jill Vigue. NMTAW Reports From The Front Line

The teams of therapists provided chair massage to over 500 people and promoted the benefits of massage to students, faculty, and staff.

University of Hartford: Matt DeMichele

What started off as a cool and rainy October morning quickly turned into a sunny and glorious autumn day at the University of Hartford campus in West Hartford. On that day, six massage therapists turned out to provide three hours of chair massage to the students and staff in the Gengras Student Union.

We were nestled in between a variety of health fair vendors ranging from a booth on holistic nutrition to a psychic medium. In total, 87 students and staff took the opportunity to "take a seat" with our fine therapists. Throughout the halls comments like, "*That was the best thing ever!*" and

"*God, I needed that!*" could be heard throughout the student union. It was truly a fun event and one that heightened the awareness of the benefits of massage therapy to the university community. I hope you will think about joining us next October, for this fun occasion - National Massage Therapy Awareness Week.

St. Josephs University: Keri Sipala

Overall this was an extremely rewarding experience. It was the first time as an event coordinator, but definitely not my last. Volunteering was not only a gift for those who received, but for me as well. Being surrounded by four therapists with years of experience was a great. Shirley Cooper

and I had time to revisit the art of deep tissue. It was fantastic to work with Lee Stang and witness her versatility and confidence! Carol Radzunas handles the craft with such grace and ease. And David Pipeling....fluid movement, observing detail, but so focused on the event.

We worked on 43 future psychologists and nurses, a swim coach, faculty members, and staff. The director of student activities, Tracy Lake, really appreciated our participation and welcomed us back any time! I can honestly say that it was worth my time to plant the seed of this beautiful profession with those I had a chance to make contact with. Not one person left those chairs without a smile

on their face! And that, my fellow therapists, is the greatest gift of all! Getting the word out about the benefits of massage is both easy and fun when you do it with a team of therapists.

**University of Connecticut,
Storrs:**

Karen Jensen

Members of the AMTA had an alarming turn-out at their chair massage event at UConn to promote National Massage Therapy Awareness Week. There was a steady flow of recipients until the fire alarm went off which forced the Student Union to be evacuated. One might say our event was too hot to handle—on-fire! The five therapists, who came from Storrs, Tolland, and even Plainville, provided 50 chair-massages to students, faculty, and staff at the Storrs campus of the University of Connecticut.

The event was held in the student union that was visible to students passing through and gave a great break to students who were studying diligently for their mid-term exams. The event was a great opportunity not only for the public to experience the benefits of massage hands-on but also for the therapists in the area to connect with each other and their community.

**Eastern Connecticut State
University:**

Pat Shimchick

Phew! We made it through two very busy days at ECSU, completing 61 massages on Tuesday and 62 on Thursday! Of particular interest was that most clients

had never experienced massage before. One math professor in his early 60's was astonished by its effect. He said he never knew it would feel "like this" (translated to "wonderful"). Too bad he waited so long to discover it. Another sports education professor suggested that we approach the Student Center to set up regular paid massage in the center, available to all.

Each of the seven volunteer therapists brought his/her own expertise to provide a wide variety of massage experience. Some therapists were very experienced in multiple areas (medical massage, spa, therapeutic, deep tissue, sport) over multiple years, while others were recent graduates (e.g., April 2007). A wondrous blending of massage resulted.

Timing was perfect because this was Midterm Week and stress levels were quite palpable. I feel this was a successful attempt to educate and raise level of awareness about massage to members of a university community. I know we practiced on students, faculty, and staff.

**Connecticut College:
Dan Deloge**

This event was FANTASTIC! Mary DeBraie, the contact person at Conn College, was extremely pleased with how the day went. She said she noticed a difference in everyone who came in and left. The students and staff of Conn College had nothing but good things to say about the event. We provided

exactly 100 chair massages! Not only did the receivers leave with smiles on their faces, the therapists who participated did too! My crew was a fantastic group of people who I'd love to work with anytime in the future.

I thought that the team would be shocked and taken aback when they learned that I had graduated only a few months before and was asked to coordinate this event. In my previous careers, a young'un doesn't step into the experienced shoes right off that bat. The response was just the opposite. They were very supportive, worked well, kept an eye on each other, and helped each other. It was a TEAM! I loved it!! And I LOVE this field! It is an honor to be a part of the AMTA and to be an active part of NMTAW on behalf of the CT Chapter. I encourage you to get involved and look forward to seeing you at NMTAW events next year.

**Central Connecticut State
University:**

David Pipeling

At CCSU our team was told that having the massage therapists there, at that time, coincided with a new "Smart Bells" invention program, which was holding the first class in the nation. Many of the trainees and the inventor received massages from us - all with positive feedback. In addition Paul Widerman, a wrestler and the Harvard University wrestling coach for 4 years, received massage. He was pleasantly surprised and said "Wow, you really know

your stuff. You addressed all the right areas.” Ken, the program director, said that our presence made him and CCSU look really good - the timing was perfect because the administrative heads came by to see what Paul and we were doing. It was a perfect fit.

The CT Sports Massage Team Celebrates Their 2007 Accomplishments!

by Laura Stevenson-Flom

The 2007 Sports Massage Team officially ended the season with their Annual Banquet on February 23, 2008. In spite of the threat of that four letter word...SNOW... this year's party was again held at the beautiful Downtown Hartford Hilton. More than 60 Team Members and guests came out to enjoy a delicious meal and the festivities.

Many thanks to the Banquet Committee: Keren Clarizo, Carrie Wilson, Lee Stang, Marilyn Holt, and JoAnne Parady.

Two of our own Red Shirts were Award Winners at this year's National Convention, Maryanne Daniel, National Sports Team Member of the Year and Kerry Methot, Chapter Meritorius Member. Congratulations Ladies!

Beth Schluger, Hartford Marathon Foundation Director was our keynote speaker. Beth created and directs the non-profit

organization that produces 30 fitness events annually including road races, training programs for adults and children, triathlons, and duathlons. In her spare time, Beth runs road races throughout the northeast, has completed 15 marathons, competes regionally in long-distance triathlons, and told us that she has recently discovered the thrill and mud of adventure racing! A huge thanks to Beth for giving us an insiders look at the importance of our work as sports therapists, as well as behind the scenes look at what it takes to coordinate an event that draws 8,000 athletes, 30,000 spectators and 1,500 volunteers. What an undertaking... What an accomplishment!

The evening would not have been complete without the presentation of the Annual Sports Massage Therapist of the Year Award. This year, **TWO** of our dedicated volunteers walked away with our top award.

Seasoned Red Shirt, Sports Team Members, Carrie Wilson and Jennifer DiDomizio each earned the 2007 Team accolade. Carrie and Jen have given their time, energy, and expertise to the Connecticut Sports Massage Team. We say Thank You and Congratulations to you both.

Great company, great food, great speaker, great pictures and memories. All and all, a fun time was had by all!

Here are facts and figures for the the 2007 Sports Massage Team:

- 2,616 massages given
- 136 LMT's participated
- 224 CCMT MT3 students participated
- 13 events:
 - 12 - single day events
 - 1 - two-day event

I'd like to thank every LMT and each CCMT Student who volunteered their time at a 2007 Team Event. We hope to see you at a few events this coming season.

Sports Massage Therapists of the Year



2008 AMTA CT SPORTS TEAM SCHEDULE

Date & Time	Event	Coordinator(s)
Saturday, May 17 th 9:30am - 2:00pm	Fidelco Walk-a-Thon Wickham Park Manchester	Shirley Cooper & Jen DiDomizio 860-667-5810 <i>Dido081@abcglobal.net</i> 203-465-0888
Sunday, May 18 th 8:00am - 12:00pm	Shamrock Duathlon Glastonbury	Karen Parker & Maryanne Daniel 860-434-4058
Sunday, June 1 st 12:00pm - 6:00pm	MS Tour for Cure Windsor	Linda Lane 203-237-4987
Saturday, June 7 th 7:45am - 11:45am	Koman Race for the Cure Bushnell Park Hartford	Scott Raymond <i>scott@marketsquarewellness.com</i> 860-667-0949
Sat. & Sun. June 7 th & 8 th 10:00am - 3:00pm	*2 Day Event* Special Olympics SCSU, New Haven	Shirley Cooper 860-658-5810
Sunday June 22 nd 8:00am - 1:00pm	Fairfield 1/2 Marathon Fairfield	Jeff Allen 203-331-8132
Sunday, July 20 th 8:45am - 1:30pm	Litchfield Hills Olympic Triathlon New Hartford	Lee Stang & Shannon Saunders <i>lstangbth@aol.com</i> or <i>shannonsgreat@hotmail.com</i>
Sunday, Sept. 21 st 10:00am - 2:00pm	Niantic Bay ½ Marathon Rocky Neck State Park Niantic	Johanna Gierhart-Straub <i>johannamgs@hotmail.com</i> 860-912-2291
Saturday, Oct. 11 th 10:00am - 2:00pm	Hartford Marathon Bushnell Park Hartford	Laura Stevenson-Flom <i>garden1441@aol.com</i>
Thanksgiving Day Nov 27 th 8:00am - 12:00pm	Manchester Road Race Manchester	Shirley Cooper 860-658-5810

**Sports
banquet
photos**

That's the question that so many massage therapists ask me in the workshops that I conduct across the country, and in private coaching sessions as well. There are of course, many ways to do that. I'll describe one such way in this column, a surefire method for all therapists—but particularly for anyone who's

- A) new to an area;
- B) who's just added a new modality in her practice; or
- C) for any practice that's just added a new therapist.

It's a technique that's been used successfully by many established businesses in many different industries. And it can work just as well in the massage business.

You've no doubt seen restaurants and retail stores in their first few weeks of operation. The grand opening signs are still up, the bunting is still present. Often, introductory prices are still present, too. All of this works to bring in customers, all of whom are new, since the business has just opened up. These businesses do this because they know how valuable a new customer can be.

Massage therapists can profit from similar introductory sale prices. How many of you can resist a 50 percent-off or 67 percent-off sale at your favorite clothing boutique or department store? The reason that the day after Thanksgiving is the busiest shopping day of the year is

because that's when stores from Maine to California discount their merchandise to stimulate holiday sales.

Who can resist a \$60 massage marked down to \$30 or even \$20? Anyone who's ever enjoyed the benefits of massage would jump at the chance to get a massage for the price of a pair of movie tickets and popcorn. Sure, such deeply discounted prices might attract bargain hunters lured by a cut-rate massage, who come just once because they'll buy anything once when the price is right. But the chances are outstanding that you'll attract many people already in the massage market. (That means people who are already getting massaged regularly, but will try you out because of the sale.) If they like you better than they do their current massage therapist, they'll switch to you in a New York minute. Make that a Miami, Tampa, or Jacksonville minute, too.

Their next treatment can also be discounted from your normal rate if you inspire them to purchase a discounted pre-paid package of five or 10 treatments, as I've explained in previous columns. You'll also attract new people to massage, all of whom can become regular clients who come once a month, once every two weeks, or once a week, and pay as they go.

The coaching clients of mine who have employed this strategy are finding surprising—to *them*, not me—results. One ad sometimes attracts several

new clients, many of whom become regulars. They didn't realize that getting a new client could be that easy. It can.

As I mentioned above, it can also be a sound approach to market any new modality that you've just incorporated into your work, such as Thai massage, Hot Stone, Lomi Lomi, and so on. If this pricing program delivers you just *one* new client who comes to see you even just once a month for three years—which seems to be in the ballpark of what an average client happens to be—that client will be worth nearly \$2200 to your business. (If you're like almost every LMT who attends my "How to Create a \$100,000 Massage Business in Just One Hour a Day" workshop, you never quantified what an average client actually brings into your business.) And that doesn't include the clients s/he refers to you. If someone told you that you could get \$2200 in new business by investing just \$30 (the discount for an introductory session), wouldn't you jump at the chance to do it?

I thought so. So what's stopping you?

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Cary Bayer, the keynote speaker at the AMTA's national convention in 2006 in Atlanta, is a Life Coach in New York and Florida. He's worked with Oscar-winner Alan Arkin, David Steinberg, and Quality Inns, and ran his own marketing/PR firm for 18 years, writes columns on coaching for World Massage Forum globally; *Massage Today* nationally; and for massage publications in 12 states. He's coached more than 100 massage therapists, and is a faculty member of Massage Business University. You can reach Cary on the internet at www.carybayer.com or email him at successaerobics@aol.com.



Basic Quantum-Touch® Workshop

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Please email your ad as a Quark, PageMaker, Illustrator, PhotoShop document, or as a .pdf, .tif, .jpg. or .eps file with a minimum 300 dpi resolution to: newsletter@amtactchapter.org. We also need a hard copy of the ad. To protect it from bending, please back it with cardboard or send it in a stiff envelope. Mail the hard copy to the editor.

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Deadlines are firm for all submissions to the newsletter. Materials submitted after the deadline will be included in the next issue of the newsletter, if room is available.

Articles, Letters to the Editor, or Classified Ads

Please email articles, letters, and classified ads to the editor as a Microsoft Word or Adobe PageMaker 7.0 document. If sending an ad, see Classified Ad fees section.

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NEXT CHAPTER MEETING

Sunday, April 2, 2008

Cromwell Courtyard Marriott – Exit 21 off I-91 (N or S)

Breakfast Buffet – RSVP to JoAnn Parady

Doors Open: 9:30 am

(Social time, exhibits, breakfast buffet)

Must be in attendance by 11:15 to qualify for the raffles

Business Meeting: 11:00am – 1:00pm

Continuing Education 2:00pm – 6:00pm

Martha Griffin presents *Working with the Psoas*

Interested In Reserving An Exhibitor Table?

Please contact JoAnn Parady, Treasurer, *at least 10 days* before the chapter meeting.
6' tables are \$10.00 for chapter members and \$20.00 for non-members.

AMTA CT Chapter Newsletter Editor

c/o TMCV

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